



THE CITY OF SAN DIEGO

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FY10 ARTS AND CULTURE ECONOMIC AND COMMUNITY IMPACT  
REPORT FOCUSES ON INNOVATION AND CREATIVITY

SAN DIEGO- APRIL 7, 2011- Today in Balboa Park, Mayor Jerry Sanders, the City of San Diego Commission for Arts and Culture (Commission) and the San Diego Regional Arts and Culture Coalition released the results of the FY10 report on the impact arts and culture has on the local economy and community. The theme of Innovation and Creativity form the basis for this year's report, which highlights the strength of the collective efforts of arts and culture organizations to create an economic engine for our region.

"Every investment we make in the arts today has a lasting benefit to our economy and the other bottom line: our quality of life," said Mayor Jerry Sanders from the Japanese Friendship Garden.

"Our city is well served by the nonprofit arts and cultural organizations receiving funds from the Organizational Support Program (OSP) administered by the Commission," added Sanders. "The report shows how the arts and culture organizations we support use creativity and innovation to help support our local economy. While there is no doubt that arts and culture organizations have been affected by the national economic crisis, the impact of these organizations remains steady, which in this economy, is a huge success."

The *FY10 Arts and Culture Economic and Community Impact Report* provides evidence that arts and cultural organizations are instrumental in making San Diego a vibrant city. The report found that the **70** arts and culture organizations funded with **\$6** million by the Commission's OSP program stimulate the economy with over **\$173** million in expenditures. The report noted that economic activity created by cultural tourists - visitors who spend more and stay longer- is particularly important to San Diego, creating jobs and attracting revenue. In 2010, over **1.48** million visitors traveled to San Diego to participate in arts and cultural events funded by the Commission – supporting the local economy including hotel expenditures that directly contribute to Transient Occupancy Tax (TOT) revenue. In addition, the 70 Commission-funded arts and culture organizations employ a workforce of more than **7,000**.

The report also noted that the San Diego region is home to **4,290** arts-related businesses, both for profit and nonprofit, ranking 8<sup>th</sup> among the top largest US cities – ahead of Denver, Boston and Philadelphia according to research conducted by Americans for the Arts. These businesses employ **22,727** people, placing San Diego 9<sup>th</sup> overall.

*The mission of the City of San Diego Commission for Arts and Culture is to vitalize the City by supporting the region's cultural assets, integrating arts and culture into community life and showcasing San Diego as an international tourist destination. For more information about the Commission, and to view the full report, visit [www.vibrantcityvibrantculture.com](http://www.vibrantcityvibrantculture.com) or call 619-236-6800 for copies.*